

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
 )  
**Shield et al.** )  
 )  
 Serial No.: **Not Yet Assigned** )  
 )  
 Filed: **Herewith** )  
 )  
 For: **System and Method for Maintaining an Association** )  
**Between a Distribution Device and a Shared End** )  
**User Characteristic** )

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 INFORMATION DISCLOSURE STATEMENT
 

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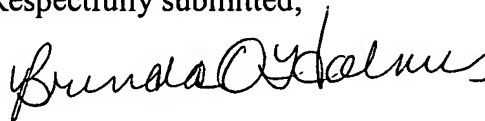
Commissioner for Patents  
 Mail Stop Patent Application  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

The citation of information on the attached Form PTO-1449, "List of Art Cited by Applicant" is made pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98. A copy of each non-patent document listed is enclosed.

The citation of this information does not constitute an admission of priority or that any cited item is available as a reference, or a waiver of any right the applicant may have under applicable statutes, Rules of Practice in patent cases, or otherwise.

Respectfully submitted,




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 KS File: W2100/280782

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Brenda O. Holmes - Reg. No. 40,339

Substitute for form 1449A/PTO

**C mplete if Known**

*(use as many sheets as necessary)*

Sheet	1	of	2
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Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

[illegible][illegible]

**Examiner  
Signature**

Date Considered

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<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04.

<sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 2

of

2

**C mplete if Known**

Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		NIelsen MEDIA RESEARCH: "About Nielsen Media Research," September 15, 2003, pp. 1-3, <a href="http://www.nielsenmedia.com/about_us.html">www.nielsenmedia.com/about_us.html</a>	
		NIelsen MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, <a href="http://www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html">www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html</a>	
		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, <a href="http://www.softwaretools.com/nielsendmacodes.php">www.softwaretools.com/nielsendmacodes.php</a>	
		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, <a href="http://www.museum.tv/archives/etv/M/htmlM/market.htm">www.museum.tv/archives/etv/M/htmlM/market.htm</a>	

Examiner  
SignatureDate  
Considered

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